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(54) Title: SYSTEM AND METHOD FOR BUILDING USER PROFILES <div style="text-align: center; margin-top: 20px;"> <pre> graph TD Client[12] -- "www.server3.com" --> Server3[14] Client -- "www.server2.com" --> Server2[15] Client -- "www.server1.com" --> Server1[17] Server2 -- "www.enterprise_server.com? Local client ID2& Page_access_data2" --> EnterpriseServer[18] Server1 -- "www.enterprise_server.com? Local client ID1& Page_access_data1" --> EnterpriseServer[18] EnterpriseServer --> Advertiser[19] </pre> </div>		
(57) Abstract A computer apparatus and a method are described for establishing a global interest profile of a user. At least one local server and an enterprise server communicate with the user via a communication channel. The local server assigns a local ID to the user. The enterprise server assigns to the user a global ID and links the local ID and local user information with the global ID to form a global interest profile of the user. The identity of the users is not shared between servers, thereby maintaining the privacy of the user. Also described is a method for forming and updating user profiles that operates incrementally and in real time.		